

**HEADQUARTERS
TENNESSEE WING, CIVIL AIR PATROL**

United States Air Force Auxiliary
P.O. Box 250
Alcoa, TN 37701
20 July 2008

Kimberly Bennett
Today, 7:24 AM
Added Text

Kimberly Bennett
Today, 7:24 AM
Deleted: 4

Wing Public Affairs Plan 2008

This plan, required to be prepared annually by CAPR 190-1, represents the plans of the Tennessee Wing for its Public Affairs Program for the coming year. It was prepared by 2nd Lt Kimberly Bennett, Group 1 PAO, in consultation with other staff officers.

With the addition of a new PAO, Tennessee Wing has an opportunity to make advances in already strong processes and to form new and creative ways to strengthen the communication internally as well as the development of relationships with key audiences outside of CAP which will enable growth within the wing. Currently the wing has over 1000 members of which 400+ are Cadet members, and 600+ are Senior members within 37 active units. There are currently 16 PAO's across the state and 9 MIO's.

Tennessee Wing is very strong in its efforts to be a presence at various events such as air shows, patriotic and memorial events, Remote Area Medical events and other community-oriented events. By utilizing our cadets, providing color guard and fight line marshalling, we have become invaluable at several annual events across the state.

Challenges include a small number of PAO's and MIO's. The geographic challenges of the state, 440 miles from east to west, make face-to-face meetings difficult.

Major events include Wing Encampment, Wing Conference, AE Summer Teachers Workshop, Emergency Services Training, and various other training opportunities.

TENNESSEE WING PAO OBJECTIVES

- Support the PA/Marketing Plan, Strategies and Goals of CAP National Headquarters.
- Support and mentor the Unit PAOs, especially new PAOs.
- Increase public awareness of CAP, and its local, state, and national missions.
- Promote cooperation between CAP and other aviation organizations, the military, business, industry, and civic groups within the territory of the Region.

GOALS / STRATEGIES

Goal One: Retain Current Members

Reduce the number of non-renewing members
Provide more opportunities on all levels for input on retention
Become more approachable at Wing Level

Goal Two: Improve Communications within the Wing

Utilize the new wing website that will be operational Fall 2008
Produce a Quarterly newsletter with input from wing staff

Goal Three: Increase the number of PAO's and MIO's

Increase and improve training opportunities
Develop templates for squadron and group newsletters

Goal four: Improve public awareness of CAP

Provide template introduction letters (local media, military groups, etc.)
Provide press releases before events to encourage media attendance

Goal five: Recruit new members

Coordinate efforts with Wing RRO
Provide material and media attention that will assist in recruiting

STRATEGIES GOAL ONE: Retain Current Members

Wing Staff


- Ensure awareness throughout the wing of awards and scholarships available to both Senior members and Cadet members.
- Ensure all awards given are sent to PAO for publication with photographs when possible.
- Provide relevant articles for publication with photographs when possible.
- Provide meaningful activities and meetings at all levels.

Public Affairs Officer

- Provide opportunities for input, possible through on-line survey forms on wing website. Surveys could include reason for non-renewal, training evaluations, event / activity evaluation, and submission of ideas for increasing retention.
- Development of a "Spotlight" segment in wing newsletter. Interview and spotlight a particular member giving information about CAP achievements and also how he balances CAP with his or her "day-job". This could provide ideas and encouragement to members.

Measure of Success

- Increased number of applications for scholarships available as well as increased participation in activities and meetings. Utilize reporting available through NHQ and produce an Excel spreadsheet which tracks trends with regard to participation in training activities, meetings, and scholarship applications. Increase participation in these areas by 5-10 percent during the next fiscal year.
- Track the reasons for non renewal and decrease the number of non-renewing members by 5-10 percent

Kimberly Bennett
Today, 7:23 AM
Deleted: 

Kimberly Bennett
Today, 7:23 AM
Added: Page Break

STRATEGIES GOAL TWO: Improve Communications Within the Wing

Wing Staff

- Utilize wing website to provide current training and Regulation information.
- Provide input and articles for wing newsletter.
- Communicate that staff is approachable and available to group and squadron staff realizing that some groups and squadrons may not have all duty assignments filled.
- Know who is on your team, have a current listing of all members that hold the duty assignment you are responsible for and communicate with them on a regular basis.

Public Affairs Officer

- Develop and produce a Wing Newsletter.
- Visit units when possible to answer questions and provide assistance in improving communication.
- Ensure Group PAO's have support necessary to assist and encourage squadron staff.

Measure of Success

- Increased participation in wing activities and meetings by 5-10 percent to be tracked on an ongoing basis.
- Decrease in non-renewing members by 5-10 percent.
- Required documentation submitted properly and by the appropriate date to be tracked with data provided by appropriate wing staff. Trend toward goal of 100 percent compliance.

STRATEGIES GOAL THREE: Increase Number of PAO's and MIO's

Public Affairs Officer

- Proactively recruit this position within units across the state to ensure adequate geographic coverage.
- Make group and squadron commanders aware of the importance of this position and how it can have an impact on their success with community awareness, recruiting and retention, and fund-raising.
- Provide adequate training across the state utilizing cap and non-cap resources.
- Begin a more active mentoring program.

Measure of Success

- Increase number of PAO's by 5 percent. Encourage that all PAO's and IO's complete the online National Incident Management System ICS 100, 200, 700, and 800 level courses.
- Track PAO training with goal of MSA and MIO training completed within then next fiscal year by 80 percent of PAO's.

STRATEGIES GOAL FOUR: Improve Public Awareness of CAP

Public Affairs Officer

- Encourage Groups and Squadrons to develop and utilize an extensive media listing and send frequent press releases.
- Utilize wing website to publicise upcoming events and direct media and other organizations to "subscribe" to local newsletters.
- Utilize our color guard and drill activities to increase interest in CAP and our mission.
- Partner with local organizations that are well known within the community.
- Supply PA's with templates - introduction letters to media, and local civilian and military groups.

Kimberly Bennett Today, 7:23 AM Added Text
Kimberly Bennett Today, 7:22 AM Deleted: _____
Barry Melton Yesterday, 11:41 PM Added Text
Barry Melton Yesterday, 11:41 PM Deleted: 2

Measure of Success

- Increased number of articles published in local newspapers. Begin to track this with an Excel spreadsheet within each group with a goal of two articles published per quarter.
- Increased number of community events in which color guard is utilized. This will be tracked through group event calendars and each group should add two additional activities for color guard this year.

STRATEGIES GOAL FIVE: Recruit New Members

Recruiting and Retention Officer

- Proactively recruit this position within the squadrons.
- Communicate with wing staff regarding potential opportunities across the state for recruitment activities.
- Provide adequate training across the state utilizing CAP and non-CAP resources.
- Begin a more active mentoring program .

Public Affairs Officer

- Develop updated and relevant recruiting material working closely with the RR Officer.
- Update the photographs and information included with the Wing displays that are utilized at various events across the state.
- Utilize the Wing Newsletter and press releases to publicize upcoming events in which CAP is involved or a recruiting or informational booth will be present.
- Assist at recruiting or informational booths at the request of the RR Officer.

Measure of Success

- Increase of new membership by 5 percent per fiscal year.

WING PUBLIC AFFAIRS OFFICER GOALS/OBJECTIVES

Quarterly Wing Newsletter

- Compile, edit and publish the Wing Newsletter.
- Newsletter to be distributed electronically with a copy to be available on the wing website.
- Units should post a printed copy for those who do not have access to e-mail or web.
- Establish guidelines for submission by groups and squadrons.
- Ensure that there is content appropriate for both Senior members and Cadet members and their parents.
- Establish distribution list to include community partners, prospective members and other interested parties.

Professional Development

- Continue to progress in the Public Affairs Specialty Track
 - Complete Technical Level by January 2009
- Attend CLC and UCC
- Complete Training for Mission Information Officer
 - Complete by October 2008
- Attend PAO Academy
 - August 2008

Barry Melton Yesterday, 11:42 PM Deleted: Space
--

Barry Melton Yesterday, 11:43 PM Added Text
--

APPROVED:

2nd Lt Kimberly Bennett, CAP
Public Affairs Officer, TNWG

Colonel Barry Melton, CAP
Commander, TNWG

DISTRIBUTION: 1 Each (Electronic)

Wing Staff
Unit Commanders
Unit PAO's

RECORD OF REVIEW:

Review Date	Commander's Initials